

Michigan Department of Labor & Economic Growth



KEITH W. COOLEY

Director, Michigan Department of Labor &
Economic Growth
P.O. Box 30004
Lansing, MI 48909
Ph.: (517) 241-1873
Fax: (517) 373-2129
E-mail: cshutti@michigan.gov



BIOGRAPHICAL DATA

Keith W. Cooley was appointed by Governor Jennifer M. Granholm as DLEG Director effective March 5, 2007. Known as an innovative problem solver, Keith Cooley was previously employed at Focus: HOPE since July 2002 where he melded his passion for community service with his corporate expertise. He was appointed Chief Executive Officer in 2006, after serving four years as Chief Operating Officer of Focus: HOPE.

Under his leadership, Focus: HOPE became ISO (International Organization for Standardization) certified under 9001, 14001 and TS 16949 standards for quality, environment and manufacturing, respectively; received the Michigan Occupational Safety and Health Association (MIOSHA) Silver and Bronze Awards for accident reduction in 2005 and again in 2007; and developed robust strategic business planning and implementation processes.

Cooley began his professional career in 1968 as an experimental physicist with General Electric Corp. He joined General Motors Corp. in 1972 as a project engineer and became program manager and an engineering director in its Cadillac Motor Car Division in 1985. Cooley was appointed Director, Strategic Planning, for the GM Corporate Communications Staff in 1994.

In 1997, Cooley founded Principia, Inc., a consulting company dedicated to helping organizations manage crisis and critical change. He later joined Motorola Corp. as Director, Telematics International Sales, GM account, in 2001.

His professional activities and affiliations currently include the Engineering Society of Detroit. Previously, he served on the boards of trustees for the Detroit Institute of Ophthalmology (chair, research subcommittee) and for WIRED (Workforce Innovation for Regional Economic Development) West Michigan. Cooley was also a member of the board of directors for the University Prep Academy and Presbyterian Village Ministries.

Cooley's professional recognitions include the Who's Who in the World, Tau Beta Pi Eminent Engineer, and the General Motors President's Council Honors. He is also a life member of the National Black MBA Association and the Tau Beta Pi Engineering Honorary Society.

Cooley received a Bachelor of Science degree in engineering physics and a Master of Science degree in nuclear engineering from the University of Michigan (U-M) in 1967 and 1972, respectively. As a U-M graduate student, he founded the Minority Engineering Programs Office, College of Engineering. In addition, he was a gymnast – the first African-American to compete in that sport at U-M – and was a member of a U-M Big Ten Championship team.

A resident of Troy, he is married and has four children.